ABSTRACT OF THE DISCLOSURE

A system, method, and article of manufacture is disclosed for analyzing a business initiative for a business network including business locations separated into control group sites and test sites that have implemented the business initiative for a predetermined test period. Each of the sites have an associated set of attributes reflecting various characteristics corresponding to the respective site, such as geographical location, size of business location, number of employees, etc. In one aspect of the invention, a process is performed that collects a performance value for each of the test and control group sites reflecting a level of performance of each respective sites during the test period. The performance of the test sites is then measured relative to the performance of the control sites over the same time period. The process may segment the performance values for each test site attribute to identify those attributes that have a greater impact on the performance values of the test sites than other attributes. Further, the process configures a model for predicting the performance values of the test sites using the identified attributes and determines whether the model accurately predicts these performance values. If so, the process applies the model to the non-tested sites to predict the performance values of these sites. Based on the predicted performance values, a user may select one or more of the sites to implement the business initiative.